

Virginia Workforce Council Vision, Mission & Goals

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Revised December 8, 2003

Vision

Our Commonwealth has a world-class workforce system that is responsive to employer and worker needs and creates a well-trained, well-educated and globally competitive workforce. This workforce is qualified to meet the needs of employers, both now and in the future, and is engaged in lifelong learning.

Mission

The Virginia Workforce Council (VWC) is a business-led board that acts as principal advisor to the Governor and provides strategic leadership to the state regarding the workforce development system and its efforts to create a strong workforce aligned with employer needs.

Responsibilities

The specific responsibilities of the VWC include:

- Act as principal advisor to the Governor regarding workforce development matters.
- Provide strategic direction and feedback to the system as a whole.
- Recommend specific uses for discretionary funds made available through the Workforce Investment Act (WIA).
- Set policy & standards, provide oversight and assess performance of the Workforce Investment Boards (WIBs) and One-Stop centers.

Values

- Customer-Driven
- Fact-Based
- Collaborative
- Continuously Improving
- Career-Focused
- Proactive
- Inclusive

Behaviors

- ☐ actions aligned with the changing needs of employers and workers.
- ☐ use of metrics and analysis to assess demand and performance.
- ☐ partnership and communication between the various stakeholders.
- ☐ changes that increase the efficiency and effectiveness of the system.
- ☐ actions oriented to providing meaningful, “lifelong” employment for workers, not just jobs.
- ☐ identification and alignment with future needs as well as current.
- ☐ supports diversity of all kinds.

VWC Goals

Integration & Alignment

- Achieve greater integration and alignment of the various parties and programs within the Virginia Workforce Development Network.

Local Excellence

- Promote excellence in the operation of all One-Stop Career Centers and WIBs.

Awareness & Confidence

- Increase the awareness, confidence and engagement of stakeholders in the Workforce Development System.

Metrics & Incentives

- Develop a robust set of metrics and processes to effectively assess and incent performance.

“Key Player” Effectiveness

- Enhance the effectiveness of key players within the workforce system.

Integration & Alignment

Includes:

- Structural changes within the system to move closer to a “single workforce system” concept.
 - e.g., org re-design, MOU’s, process re-design, increased collaboration, revised governance, shared goals, etc.
- Periodic review of key programs to provide feedback and help ensure adequate progress, effectiveness and alignment.
 - e.g., race to GED, career readiness certificate
- Periodic review of areas of focus to provide feedback and help ensure adequate progress, effectiveness and alignment.
 - incumbent worker training
 - workers in transition
 - older workers
 - youth
 - language/ethnically diverse workers
 - high-technology workforce training

Local Excellence

Includes:

- Identification of communication of products and services to be offered, partners to be engaged.
- Establish and communicate policies, standards and performance measures.
- Identification and sharing of “best practices.”
- Periodic measurement and assessment of service delivery.
- Completion of re-certification for WIBs and One-Stops.
- Robust demand and gap analysis and planning of each area, including proactive identification of local issues and needs of existing employers.

Awareness & Confidence

Includes:

- Identification and removal of barriers to engagement (confusing processes, lack of awareness, stigma, etc.).
- Plan to “market” system to workers (including parents, career counselors, supportive service providers, etc.).
- Plan to “market” system to employers.

Metrics and Incentives

Includes:

- Definition of key metrics.
- Establishment of data-gathering processes.
- Development and production of reports.
- Determination of available incentives and consequences.
- Analysis of return on investment.

Key Player Effectiveness

Includes:

- Support of attendance to relevant conferences such as National Association of Workforce Boards and other workforce development, labor, education and economic development conferences and seminars.
- Identification and support of leadership/management training for WIB chairs and One-Stop directors.
- Increased structure for VWC e.g., committees, standing agenda topics, clear process for metrics review and assessment.
- Support of other learning opportunities as appropriate.

Recommended Committee Structure

Integration &
Alignment

Local
Excellence

Awareness &
Confidence

Metrics &
Incentives

“Key Player”
Effectiveness

- 4 – 5 members per committee
- Provide feedback & guidance to staff
- Develop recommendations for full council

Executive
Committee

- Consisting of the Governor, Council Chair, Vice Chair, 3 Cabinet Secretaries, 1, Senator, 1 Delegate, Special Advisor to the Governor for Workforce Development and committee chairs
- Review use of WIA funds and overall performance against WIA goals.
- Review strategy and recommend changes as needed.
- Discuss recommendations provided to the Governor by the Council.